Phase 4 – Voice, Perspective, POV

Instructions:

- Watch the video in the link below

  www.youtube.com

  "Super Bowl Chevy Ad Happy Grad Commercial Global News", uploaded by Santa Barbara Arts TV YouTube Partner Global News, on 30 January 2012.

- Answer the following questions in the space provided. Use your own words as much as possible.
- Refer as closely as possible to the video, justifying your answers and giving examples when asked.
- Dictionaries are not allowed to be used in this task.
- Answer the questions in English.
- You have 90 minutes to complete this task

Constructs meaning and draws conclusions from information, main ideas and supporting details

1. Based on the video, why do you think the young man is so excited and his parents aren't? (2 points)

because he thought that the gift is the Yellow car standing infront of him when actuly the gift is the fregreayter.

2. Describe the conflict the parents are dealing with as the video progresses? (2 points)

Stryol

is that the Yong mam is just so Ecxasgated and he dident give his Prents a Chance to speek. so they are strgoling how to stop him from this Ecxsaytment

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3. Identify at least three key phrases from three different people that show the collective voice of the crowd in front of the car. (4 points)

I CAN'T BELIVE YOU GOT ME THIS CAR!
Best day of life!
Best gift ever!

Interprets conventions

4. Describe the difference in perspective between the parents and the young man. Give specific examples. (2 points)

the perents where Straytling in how they care tell there son that the car is not the gift. "should we till him thats..."

5. Who is the audience for this advertisement? Use evidence from the video to support your answer. (1 point)

every one but not kids. and Perents. so maybe they know how mush there kids have to get a car as a sift.

6. How does the young man's voice persuade the audience to buy the car? Explain your answer. (2 points)

he is showing the Oderens that the car is so AMAZING!

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7. The producers of this video chose a specific setting. How does this setting make the video more effective? (3 points)

because it looks real if Perents would sepraye thee kids they will do the same thing the Perents in the vedio did.

Identifies ideas, opinions and attitudes in the texts/makes connections with own experiences, attitudes and points of view

8. Chevy is a car manufacturer. How does the expression "Chevy Runs Deep" relate to the video? (3 points)

is that it runs deep in to tenygers feelings and actions.

9. Could young people in your culture relate to the young man? Why or why not? (2 points)

YES! I mean for exampol if my Ancol was in this Yong mans place he would screem even Lowder and Act so Crazy!

10. What is the message of this video? Give evidence from the video to support your answer. (3 points)

they went everyone to buy this car Steiley Perents so they were telling them buy your kids a car. "chevy Runs Deep" they mean run deep in to yong mans.